



CHARLES COUNTY GOVERNMENT
Department of Recreation, Parks & Tourism

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Charles County Government Application for FY 19 Tourism Grants
Department of Recreation, Parks and Tourism
Tourism Division

Debra L. Pence, Chief
Division of Tourism
Charles County Government
8190 Port Tobacco Road
Port Tobacco, MD 20677
penced@CharlesCountyMD.gov
301-396-5839

Please find attached or enclosed the FY2019 Charles County Government, Application for the FY 19 Tourism Grant administered by the Charles County Department of Recreation, Parks and Tourism, Division of Tourism. The FY 19 grant maximum is \$9,000.00.

FY 19 grant projects must be completed within the July 1, 2018 to June 30, 2019 budget year.

Grant applications are due Tuesday April 3, 2018 no later than 4:30 p.m. Grant announcements and contracts are sent after the approval of the Charles County FY 19 budget by the County Commissioners of Charles County, Maryland. Funding for this grant will be disbursed after August 15, 2018.

Disbursement of grant awards is contingent upon the receipt of contracts from FY 19 grant recipients and the FY 18 grant reports as applicable.

You may direct questions to Debra L Pence, Chief of Tourism via e-mail at penced@CharlesCountyMd.gov or by phone at 301-396-5839, 9:00 a.m. to 3:00 p.m. Monday through Friday.

Please feel free to share this information with eligible groups that we may have missed.

FY 19 Charles County Government Grants for Tourism Enhancement Guidelines

To: FY 19 Tourism Grant Applicants

From: The Department of Recreation, Parks and Tourism, Division of Tourism

RE: Grant Application Guidelines and Application

Eligibility to apply for a Charles County Government Tourism Grant

- 1) Applicant must be based in and serve Charles County citizens and / tourism visitors
- 2) Awarded programs and projects must be delivered in Charles County and completed by June 30, 2019.
- 3) Applicant must be a designated 501(c)(3) organization
- 4) Additional points will be awarded to applicants for projects that enhance county tourism objectives and or show evidence of fostering or strengthening partnerships with other county organizations, attractions or initiatives that enhance the quality of life for Charles County citizens and visitors.
- 5) Funds requested may not be used for operating expenses, building repairs, staff salaries or social events. They may be used for producing mission based activities such as programs, exhibits, workshops and special events, strategic planning or marketing activities.
- 6) Funds may be requested to support or match Maryland State and Federal By-ways and Heritage Trail interpretive signage initiatives.

FY 19 grant application is comprised of 4 parts.

- 1) Part One: Application cover letter
- 2) Part Two: Organization contact information
- 3) Part Three: Organization Background and Grant Management History
- 4) Part Four: FY 19 Project Description with planned budget
- 5) Part Five: Attachments, Copy of 501-c3 letter; copy of your organizations most recent 990; copies of your current approved operating budget and year-to-date budget report.

FY 19 Grant Application Guidelines

- 1) FY 18 tourism grant funding recipients must close any previous tourism grant projects and submit the required report prior to July 30, 2018.
- 2) Applications are due by 4:30 p.m. on Tues. April 3, 2018.
- 3) One complete application with the required attachments. This may be submitted electronically.
- 4) Part One, the application cover letter should be one page, front only with the amount being requested, a brief project description and how the project will positively support the County Commissioners of Charles County, Maryland goals for tourism.
- 5) If your organization participated in the FY 18 grant round you may omit part two the organization history and part four the 501-C3 and 990 attachments.
- 6) Please ensure that the grant point of contact can be easily reached and can respond to messages or e-mail within 24 hours.
- 7) Each applicant organization must supply the name and contact information for one board member willing to assist with the grant reviews. This is a commitment of approximately 6 hours of time.

- 8) Award announcements will be accompanied by a contract to be signed by your authorized signatory. The contract hard copy must be returned with an original signature.
- 9) The office of tourism must be included in the final proof process of any product and the project must include the county logo or the words "funding for this project was provided (in part) by the County Commissioners of Charles County, Maryland."
- 10) Charles County Government needs to be recognized with the county logo or appropriate wording on each project using county funding.
- 11) Applicant agrees to provide monthly attendance figures for their site(s) and / or event(s) by the 5th day, following the end of each month, July – June of the FY year of the grant award.
- 12) To maintain impartiality, the Tourism Division may not subscribe to memberships or make donations to non-profit organizations in Charles County. However we encourage organizations to add or keep the Tourism Division on their mailing lists for notification of events, newsletters and other activities.
- 13) The Final Report should be submitted no later than July 30, 2019.
- 14) The final report form and instructions will be attached to the notice of a grant award.

FY 19 County Commissioners of Charles County, Maryland, Goals and Objectives for the Tourism Division that should be supported by grant awards include:

- 1) 2A.5 Heritage tourism product development in the form of (site) tours, interpretation, including signage and special events.
- 2) 2A.6 Attract out-of town, overnight visitation through creative partnerships and weekend event development.

Part II

Charles County Government Application for Tourism Grants

Department of Recreation, Parks and Tourism

Tourism Division

Please submit one (1) original application with cover letter and all related attachments by
Tues. April 3, 2018 by 4:30 p.m. to:

Debra L Pence, Chief
Division of Tourism
Charles County Government
8190 Port Tobacco Road
Port Tobacco, MD 20677

OR

penced@CharlesCountyMD.gov
301-396-5839

**APPLICATIONS RECEIVED AFTER 4:30 P.M. ON TUES. APRIL 3, 2018 OR NOT COMPLETE CANNOT BE
CONSIDERED FOR FUNDING.**

* Please contact the Division of Tourism at PenceD@CharlesCountyMD.gov if you would like the Microsoft Word version of this application sent to you. Paper or electronic applications may be submitted.

CONTACT INFORMATION

Organization Name: _____

Federal Identification Number: _____

Mailing Address: _____

Location(s): _____

Phone Number(s): _____ Fax numbers(s): _____

E-mail address: _____ Website Address: _____

Total Funding Requested from Charles County Government: _____

(Total Request Not to exceed \$9,000)

Please provide 1-3 contacts that can answer questions if called Monday through Friday between 9:00 and 4:00.

Name, Title, and Phone Number of Primary Contact for This Charles County Grant Application

Name, Title, and Phone Number of Chief Executive Officer

Name, and Phone Number of Volunteer Grant Reviewer from your board of directors (they may or may not be called to assist with the FY 19 review process)

PART III ORGANIZATION HISTORY AND GRANT MANAGEMENT BACKGROUND:

Part III is kept on file for 3 years before an update is needed. Your organization may skip this section if the information on file from FY 18 is still current and correct.

1. What year was your organization established? _____
2. What year did you begin providing visitor services in Charles County? _____
3. What is your organizations mission statement?
4. Tell us about your organization's activities. Include what your group has to offer, tours, outreach programs in Charles County, special events, education programs or workshops, outreach programs that market Charles County, artistic performances, shows or presentations, exhibits and any heritage activities. You may attach a separate sheet of paper, brochures, copies of advertisements for activities web-site address and other supporting material.
5. Tell us about your audience. What is your estimated or actual count attendance for the past 3 years?
_____ 2017, _____ 2016, and _____ 2015

To the best of your ability please tell us where your audience comes from:

What percentage of attendance is from Charles County? _____

What percentage of attendance were from outside of Charles County? _____

What percentage of attendance was from outside of Maryland? _____

What is/are the predominate age group(s)? _____

How did you collect this data?

6. Will this specific project or activity encourage out-of-town, tourist type visitors to stay in Charles County overnight? YES _____ NO _____ Please explain why or why not?
7. Does your organization have paid staff? If so, please share how many full-time _____ and how many part-time _____ staff positions you have and their titles.

8. How many volunteers worked with your organization last year? _____ How many hours did they work? _____
 9. Did you utilize any other human resources? Students, interns, community service, organized service groups? If so please briefly describe who they were and how they participated with your organization.
 10. Describe any partnerships you formed or collaborated with last year. Include who they were and in what capacity you worked together. Examples might include, special event coordination, marketing and advertising co-op, shared staffing or volunteers.
 11. Does your organization have a strategic, interpretive, business or other operating plan to guide your activities? (Y/N) _____.
- Does your organization conduct itself with an ethics statement (Y/N) _____ and/or Equal Opportunity Statement (Y/N) _____?

GRANT MANAGEMENT BACKGROUND

12. Please list all successfully completed grant projects you've had in the past 3 years (Or 3-5 of the most recent grant projects you've completed). Please include the grantors name, the date the grant was awarded and the date the final report was accepted, how much the grant was for and what activity or project was supported by the funding. YOUR APPLICATION WILL NOT BE PENALIZED IF YOU HAVE NOT COMPLETED A GRANT FUNDED PROJECT.
- | Granting Agencies Name | Date of Award | Amount of the Award | Project Name & Date Completed |
|------------------------|---------------|---------------------|-------------------------------|
|------------------------|---------------|---------------------|-------------------------------|

PART IV

FY 2019 PROJECT DESCRIPTION

1. Project Name:

2. Project Coordinators Name / Title, daytime phone and e-mail address. Please ensure they can be reached and respond to questions during day-time hours approximately 9:00 a.m. to 4:00 p.m. (if the same as in Part II you may skip this question).

3. How would you classify your project?

_____ Special Event	_____ Historical Exhibit / Art Show
_____ Workshop	_____ Performing Arts Production
_____ Sports Event	_____ Outdoor Recreation Opportunity
_____ Historical Interpretation	_____ Other: _____

4. Project Budget: Amount Requesting from Charles County Gov. \$ _____
 Amount Contributed by your organization \$ _____
 Amount from other sources please list \$ _____

TOTAL PROJECT INCOME \$ _____

4a. If Charles County Tourism is not able to fully fund your requested amount, do you have a contingency plan to move forward with a smaller grant award? _____ Yes OR _____ No

4b. Budget Expense Detail:

Please be as detailed as possible, an explanation of expenses will be helpful to the reviewers. On the Charles County Government Grant Budget / Report Summary the posting of expenditure(s) to the category of OTHER will require its own detail with breakouts and explanation.

EXPENSE	AMOUNT
Materials and Supplies:	\$
Contracted Services:	\$
Marketing and Publicity:	\$
Rental Services:	\$
Printing / Fabrication	\$
Other Please Detail:	\$
 TOTAL EXPENSES	 \$

5. Describe the project in detail with a planning and implementation timeline that you plan to utilize the requested funds for. Be sure to include any partnerships or plans to coincide with other community events that may encourage overnight tourism. Include any supporting material you can, programs, schedules, lesson plans, drawings, planning meeting dates, photos or other visuals.

6. Share with the review panel what your organization hopes to achieve with this activity or project.

PART V

FY 2019 REQUIRED ATTACHMENTS

1. Charles County Grant Budget Form
2. 501-c 3 IRS Letter of determination
3. Most current 990 in file with the IRS
4. Current operating budget
5. Year to date budget report.

APPLICATION PACKET CHECKLIST

1. **Part I** - Cover Letter: one page letter indicating the amount of funds requested, a brief project description, and the relevance of the project to Charles County Tourism FY19 Goals and Objectives.
2. **Parts II, III, & IV** (omit Part III and V of the application if you applied for this grant in FY 17 or 18)
3. **Part V- Attachments:**
 - A Copy of your organization's Letter of Determination designating the group as a 501(c) (3).
 - b. Your organizations most current 990 filed with the IRS.
 - c. A copy of your current year approved budget
 - d. Year to date financial report.
4. **Please contact the tourism office, Debra Pence @ 301-396-5839 or Rebecca Johnson @ 301-645-0610 if you do not receive confirmation of receipt of your application within two working days (Monday – Friday)**

THIS APPLICATION AND THE ATTACHMENTS MAY BE SUBMITTED ELECTRONICALLY BY 4:30 P.M. ON TUES. APRIL 3, 2018. SEND TO: PENCED@CHARLESCOUNTYMD.GOV OR AS A PAPER COPY TO: DEBRA PENCE, DIVISION OF TOURISM, 8190 PORT TOBACCO ROAD, PORT TOBACCO, MARYLAND 20677.